Gokhan Agarer

Growth Marketing Manager | Performance Marketing, CRM and Marketing Analytics

gokhanagarer@gmail.com - +49 172 448 75 81 Berlin, 10589, Germany
Full unrestricted work authorisation in Germany, no visa sponsorship required. Available immediately. Portfolio LinkedIn Github

SUMMARY

Growth marketing manager in B2B fintech and D2C ecommerce, based in Berlin. I own the budget, the channels and the data behind them. At PayTR I managed a €2.5M+ annual marketing budget, lifted offer to active merchant conversion from 32% to 44%, cut blended CAC 14% and halved brand search cost per conversion. At Sosyopix I cut marketing cost from 4.3% to 3.4% of GMV and turned an overlooked product into the #1 seller. I work closely with sales, finance and management, and I build the reporting, automation and AI tools behind my decisions, from a transaction level margin model to a customer insight platform for the board.

AREAS OF EXPERTISE

- **Performance Marketing and Paid Media**
- **Demand Generation and Funnel Optimization**
- **Budget Management and Forecasting**
- **CRM, Retention and Lifecycle Marketing**
- **Customer Segmentation and Lifetime Value**
- **Marketing Automation**
- **Tracking and Marketing Analytics**
- **Data Analysis and Business Intelligence**
- **Experimentation and A/B Testing**
- **Profitability and Margin Analysis**
- **SEO and Content Marketing**
- **Website Management and CRO**
- **B2B Lead Generation and Sales Enablement**
- **AI Agents and Data Pipelines**
- **Stakeholder Management**

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, PayTR (Fintech / B2B / Payments) ***Remote, based in Berlin***
Fintech providing online checkout and in store payments to SMEs and merchants (B2B). *October 2024 - August 2026*

Performance marketing and budget management: Owned a €2.5M+ annual marketing budget for B2B demand generation and customer acquisition across paid search (Google Ads), paid social (Meta Ads, LinkedIn Ads), programmatic and partner channels, from planning and forecasting to reallocation between channels. Delivered 2025 within 0.3% of plan and cut blended CAC 14% (Q1 to Q4 2025), mainly by raising activation instead of buying more leads. Built an AI agent on the Google Ads API that reviews search terms and proposes negative keywords, while budget and launch decisions stay with the team.

CRM, retention and lifecycle: Built a profit weighted RFM(T) segmentation in DAX that scores every merchant into tiers from strategic to dormant. Used it to steer budget and run lifecycle journeys in Dengage for each tier, so retention effort went to the merchants who create the most margin.

Website management, SEO and content: Owned the WordPress website and technical SEO. Designed landing pages in Figma and launched the Finance Glossary and PayTR Akademi content hubs. Organic leads from content pages nearly doubled (+95%, Q4 vs Q4), organic clicks rose 38% and average position improved from 7.0 to 5.0; brand search cost per conversion fell 52%.

Profitability and margin analysis: Built a Power BI and DAX semantic model (composite, DirectQuery to Analysis Services) that shows Finance the margin of every transaction: payment volume, take and net rate, bank and partner cost, and the value of the settlement float between transaction and merchant payout, which most payment margin reporting leaves out. Trained the CFO and management team to use it as self service for commercial decisions. Designed commission rate test scenarios (volume limits, MCCs, expiry terms) to measure the trade off between introductory pricing and long term margin.

Tracking, analytics and reporting: Owned Google Tag Manager, the data layer and GA4 server side tracking, with GDPR consent management, so paid, organic and CRM results and cross channel attribution were measured on one setup. Replaced manual reporting with an automated pipeline from platform APIs into BigQuery on Google Cloud Platform, queried in SQL and shown in Looker and Power BI dashboards.

Marketing automation and sales enablement: Ran n8n workflows connected through APIs and webhooks for lead enrichment, CRM sync and recurring reports. Built target account lists for outbound sales: found businesses using competitor payment providers with Apollo, PublicWWW and ZoomInfo, enriched them with company and contact data and handed them over ready for outreach.

AI customer insight: Built a Voice of Customer platform solo that has analysed 50K+ posts on PayTR and 9 competitors and refreshes daily. A four stage Python pipeline with a three agent CrewAI crew and Gemini classifies sentiment and 14 themes into a PostgreSQL star schema and a Power BI model with 44 DAX measures, which feeds board level summaries and true share of voice.

Stakeholder management: Worked cross functionally: partnered with Finance on margin and pricing, with Sales on target accounts and lead handoff, and with management through budget reporting and board level customer insight.

Digital Marketing & Growth Specialist, Sosyopix (E-commerce / B2C) ***İstanbul, Turkey***
D2C ecommerce brand for personalized photo products (B2C). *August 2023 - October 2024*

Product and unit economics: Mined SKU level data (revenue share, units, orders) in SQL and Python and found an underused product, the classic photo print. Grew it from 7.5% to 16.5% of store revenue and made it the #1 product by orders, overtaking the product that had led every month since I joined. Orders +145% year over year vs +14% for the store, and a 71% incrementality lift over a control product (hypothesis test, $p < 0.01$).

Budget efficiency: In my first 12 months, cut marketing cost from 4.3% to 3.4% of GMV (marketing efficiency ratio, MER, from 23x to 29x), CAC from 11% to 9% of AOV and discounts from 18.2% to 16.3% of GMV, and moved Google from 35% to 48% of ad spend.

Campaigns and turnaround: Built the World Photography Day campaign around multi pack bundles: orders 2.3x, new buyers 1.8x, conversion 4.7% to 6.3%, and 1.33 TL of GMV for every extra TL of discount and ads. Turned store orders from 7% down year over year to 6% up.

Paid media and CRO: Grew Google Ads conversions 44% year over year while Google ROAS rose 33%, higher in 11 of 12 months. Ran Meta Ads and Criteo alongside, with A/B tests on creatives and landing pages.

CRM and retention: Owned the CRM and CDP (Insider) end to end as lead admin and built every push, SMS and email campaign on SQL segments. Ran cohort, RFM and customer lifetime value (CLTV, LTV) analyses in Python to target repeat buyers; August 2024 was the best month since 2016 on conversion (5.0%) and repeat share of orders (69%).

Tracking and dashboards: Owned Google Tag Manager, pixels, the data layer and SaaS vendor API integrations, and built Power BI and Looker dashboards for the team

Founder, Verintra Digital (Marketing Consultant) **Remote**
Data-driven marketing consultancy for e-commerce and SMEs. *June 2022 - Present*

Consultancy: Paid media management, performance audits, GA4 and Google Tag Manager implementation and dashboard automation for SMEs and mid sized companies across sectors.

Verintra Feed Optimizer (verintra.com): Built solo end to end a product feed SaaS for many tenants on Next.js, Prisma and MySQL. It connects any store (Shopify, WooCommerce, Magento, BigCommerce or any XML, CSV, JSON or Sheets URL), checks 30+ feed health rules, enriches products with Gemini, scores each from 0 to 100 and publishes compliant feeds to Google Shopping, Meta, TikTok, Criteo and price comparison engines, with Google Merchant Center submission and per SKU GA4 readback.

Analytics backend: Building the product's ELT reporting stack on Google Cloud Platform: app data from MySQL, product feeds and GA4 events loaded into BigQuery, with dbt models (staging, intermediate and mart layers with data quality tests) and Apache Airflow scheduling being set up for feed health and per SKU performance reporting.

EDUCATION

Veri Analizi Okulu – AI Development Module ***Online***
Marmara University, in collaboration with METU, Boğaziçi University, and Istanbul Technical University

Marmara University ***İstanbul, Turkey***
Master of Science in International Marketing & Business Development

Istanbul University ***İstanbul, Turkey***
Postgraduate degree in Pedagogical Formation Certificate Program

Istanbul University ***İstanbul, Turkey***
Bachelor of Arts in English Literature & Language

CERTIFICATIONS

Anthropic *Jun 2026*
Building with the Claude API

Udemy *Jan 2026*
Digital Marketing B2B: Dekker's Ultimate Digital Marketing

Microsoft *Feb 2023*
Career Essentials in Business Analysis & Career Essentials in Data Analysis by Microsoft and LinkedIn

LinkedIn *Jun 2023*
Agile Requirements Foundations

HubSpot Academy *Nov 2022*
Content Marketing

Google Digital Academy (Skillshop) Oct *2022*
Google Analytics 4, Ads Apps, Video, Display, Search, and Measurement & Fundamentals of digital marketing Certified Individual